

## CHAPTER 8: SIGNAGE

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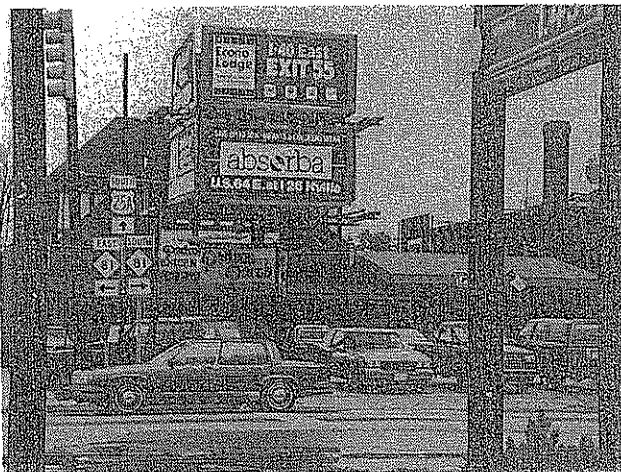
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## SIGNAGE: EXISTING CONDITIONS



*First impression view of Biltmore Village and Asheville by 700,000 visitors per year as they leave Biltmore Estate, House, Gardens and Winery*



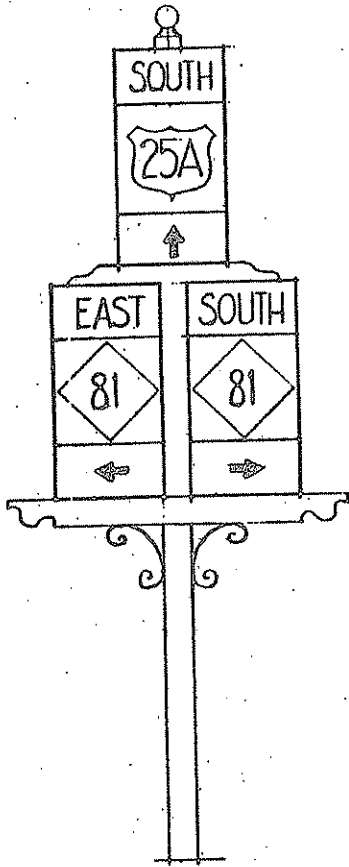
*Signs compete with other signs and disorient the Asheville visitor.*

The adoption of the 1990 Sign Ordinance has caused many intrusive and off-premise signs to be non-conforming. Information and safety signs also contrast with the historic vocabulary as well.

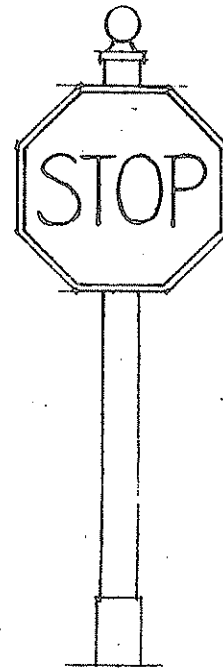
While it is clear that directional signs are necessary in most cases, some are not. Those that are necessary can be placed and supported in a fashion which will integrate them into the Historic District.

Support structures for safety and information signs should relate to the historic architectural style of the district.

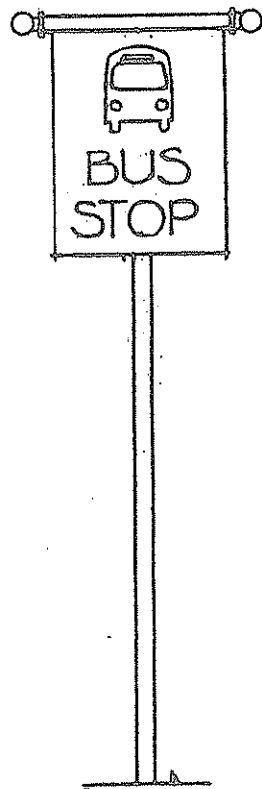
## PUBLIC SIGNAGE



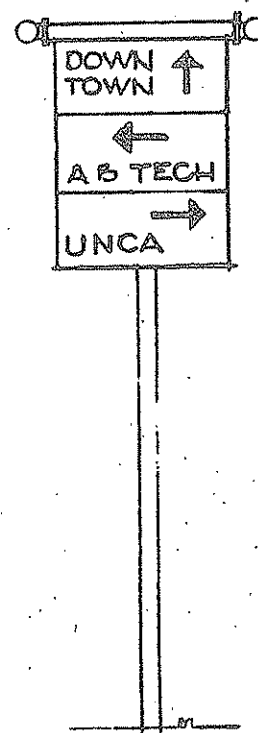
**STATE HIGHWAY SIGNS** should be supported by appropriate posts which would contribute to the Village and leave visitors with the impression that the State of North Carolina was a partner with this community and that they too were willing to contribute creative methods of integrating their services into the historic resources.



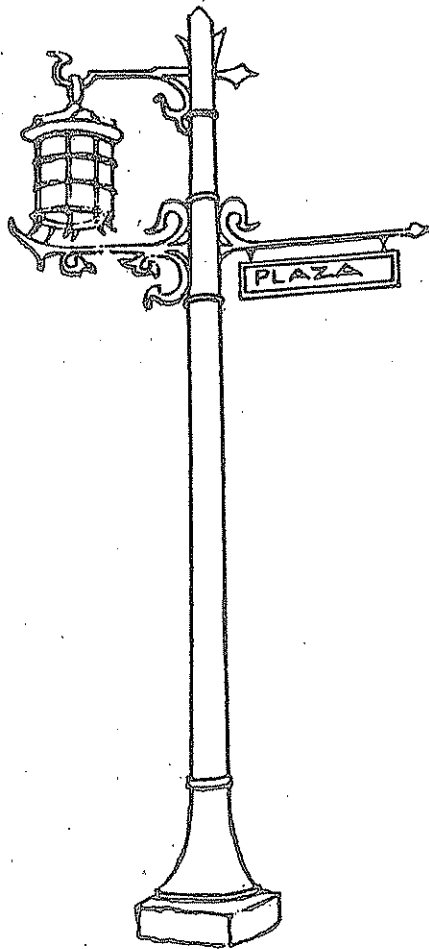
**SAFETY SIGNS** should also be supported by a post designed from a historical context. A change of material and post color could enhance the visibility and importance of these necessary yet attractive signs.



**CITY INFORMATION SIGNS** should be formatted consistently. Signage may vary for the Village in order to further define its uniqueness.

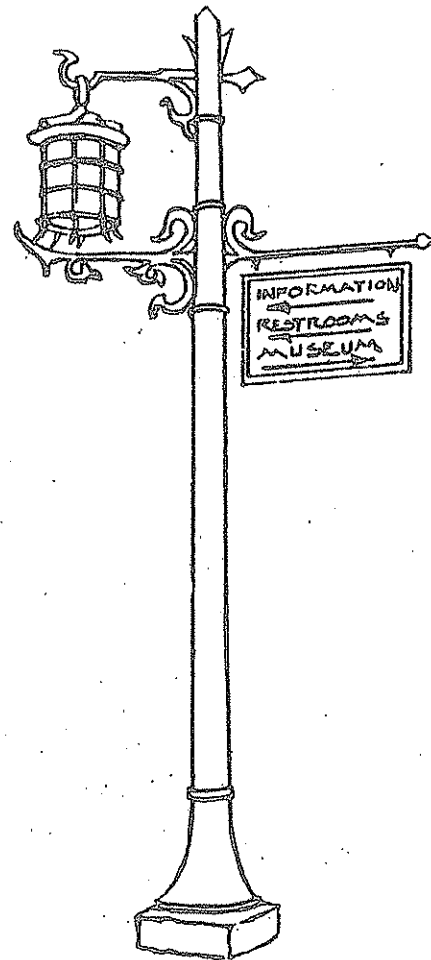


**CITY DIRECTIONAL SIGNS** should be consolidated and very limited in quantity and size for the Village in order to avoid unnecessary visual clutter.



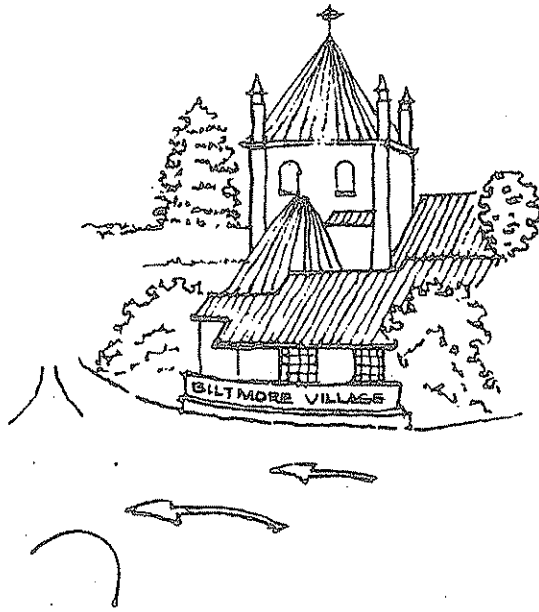
**STREET DIRECTIONAL SIGNS** should be integrated along with the corner light post as shown in this original historic drawing.

The Biltmore Village Historic Museum has located an original historic streetlight from Asheville. The owner has agreed to allow it to be used for the purpose of making molds which could be used to re-cast original pieces.



**VILLAGE INFORMATION SIGNS** should be integrated into a light post structure and located in strategic positions throughout the Village. See map Chapter 9.

## DISTRICT SIGNAGE

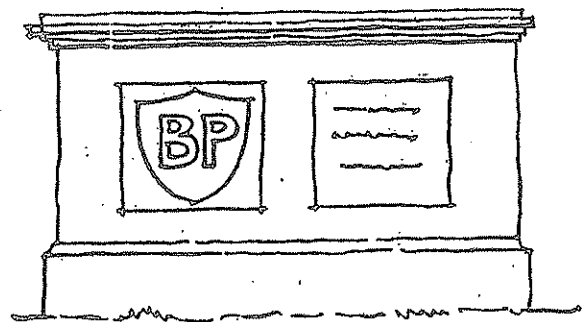
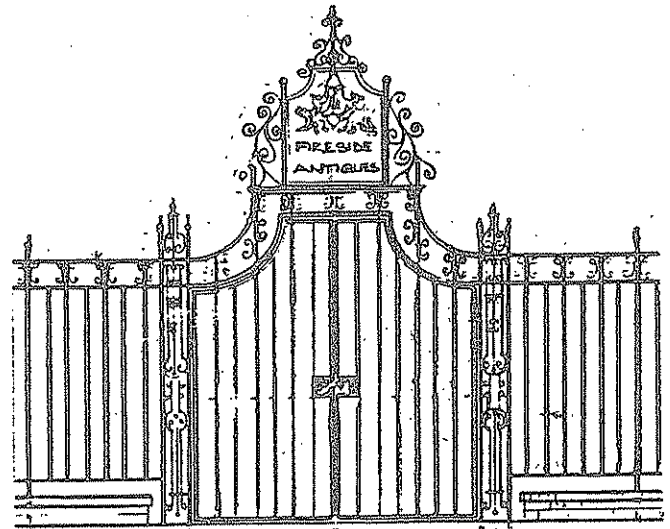


District identification signs should reinforce the architectural motif of the original plan. Low brick walls such as this example proposed at the south entrance to Biltmore Village would give the symbolic feeling of city gates. In the case of this example, such walls could replace or screen unsightly guardrail and signal equipment.



## PRIVATE SIGNAGE

Private property owners have the opportunity to create architecturally interesting signs which support the overall historic theme of the Village. A simple historic style lettering can add charm to an otherwise uninteresting sign.



Private businesses with "Gateway Locations" into Biltmore have the opportunity to reinforce the Village identification by formatting their signage in a similar fashion to the example shown above. This subliminal association with the entire Historic District would benefit the individual businesses and the Village as well.